



Ocean Beach MainStreet Association  
**JUNE 2012 NEWSLETTER**  
 Celebrating OB's 125th Anniversary All Year Long!



**BOARD OF DIRECTORS**

**Barbara Iacometti, President**

*Details SalonSpa*

**Julie Klein, 1st Vice President**

*Julie Designs*

**Michael Akey, 2nd Vice President**

*Pacific View Real Estate*

**Mike Stifano, Treasurer**

*Winston's*

**Yvonne Cruz, Secretary**

*Surf'n Sea Wetsuits*

**David Smedley**

*Smedley, Gallagher & Gee, LLP*

**Gary Gilmore**

*Gilmore Family Jewelers*

**Dave Martin**

*Shades Oceanfront Bistro*

**Mark Schlesinger**

*Beach Area Tax Service*

**Craig Gerwig**

*Newport Avenue Antique Center*

**Mary Orem**

*Morland Apts. LLC*

**Matt Kalla**

*Matt Kalla Insurance Agency*

**Tevia Schriebman**

*Wizard of Paws*

**Chris Wilmot**

*Christopher W. Wilmot, CPA*

**STAFF:**

**Denny Knox, Executive Director**

**Claudia Jack, Associate Director**

**Liz Greene, Creative Director**

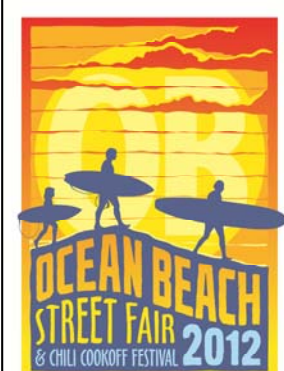
**Farmers Market Staff:**

**David Klamon & Community Crops,**

*Market Managers*

**Tony, Carlos**

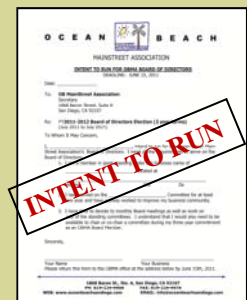
Find out everything you need to know about the  
**OB Street Fair & Chili Cook-Off Festival**  
**JUNE 23, 2012**  
 see pages 4 & 5 of this newsletter



**Remember! OBMA Board Elections in early July!**  
**June 15th Deadline to run for a seat on the board.**

"Intent to Run" forms are available at our Office (1868 Bacon St.) or online in the Members section - Member Info.

Potential Board members must be members in good standing of the OBMA, should be very familiar with the organization and have served on one of the standing committees or special event committees for one year. Board members should also have the time to devote to monthly board meetings, working on committees, and volunteering for special events. Board terms are for a minimum of 3 years. Forms must be turned in to the OBMA office no later than June 15, 2012. Please call 619-224-4906 for more info. Ballots will go out on July 1st, 2012 as part of the July Newsletter.



**June Meeting Calendar**

Fri. June 1	8:30am	Promo Committee
Mon. June 4	6pm	Street Fair Meeting
Tue. June 5	8:30am	Design Committee
Tue. June 5	2:00pm	OBREL meeting
Wed. June 13	8:30am	Finance Committee
Wed. June 13	Noon	ER Committee
Thur. June 14	Noon	OBMA Board Meeting
Mon. June 18	6pm	Street Fair Meeting

Crime Prevention Committee's next meeting is on August 21st. Check Aug newsletter for location. Meetings held at OBMA Office unless otherwise noted.



Hodad's Hamburger Eating Contest was hilarious! I wonder if they rode the ferris wheel afterwards.



## Ocean Beach Farmers Market



Every Wednesday 4pm to 8pm  
Fresh vegetables, fruit, flowers, jams & jelly  
plus fresh baked goods . . . *not to mention all*  
our locally owned shops and restaurants!  
Spend the evening at the OB Farmers Market!

### Photo of the Month!



April 27, 2012 - 125th Anniversary Beer unveiling at Pizza Port OB on the roof top with Jerry Sanders, Mayor & Yiga Miyashiro, Head Brewmaster kicking off our celebration and fundraising efforts for Ocean Beach. Many of our local restaurants & bars are carrying the beer (in fact Pizza Port sold out the first batch already).

### OB's 125th Anniversary Seal

Please support Ocean Beach.

OBMA will invest the profits from the sale of these items into a beautification & maintenance fund with special attention to our beachfront.



3" stickers = \$5  
6" stickers = \$8  
12" seals = \$20  
18" seals = \$36  
24" seals = \$50

The following merchants are selling the 3" and 6" sticker James Gang Co, Matt Kalla Insurance, Elsbree House, Details Salon Spa, South Coast Surf Shop, Newport Ave Antique Center, Surf n Sea Wet-suits, Newport Farms, Olive Tree Marketplace, Super

Mens/Womens Tees = \$20 Grocery totes = \$15  
Hooded Sweatshirts = \$36 Beer Glasses = \$5  
Poster = \$20 and new items coming.

Take a photo and email it to us at  
[info@oceanbeachsandiego.com](mailto:info@oceanbeachsandiego.com)

### General Committee Info: (check pg1 for more info)

- ◆ **ORGANIZATION:** (Exec. Officers) Meets as needed.
- ◆ **FINANCE COMMITTEE:** Meets the Wednesday before the Board Meeting at 8:30 am. OBMA Office. Mike Stifano, Chair
- ◆ **DESIGN COMMITTEE:** Meets the first Tuesday of the month at 8:30 am OBMA Office. Mike Akey, Chair
- ◆ **PROMOTION COMMITTEE:** Meets the first Friday of the month at 8:30am. OBMA Office. Tevia Schriebman, Chair
- ◆ **ECONOMIC RESTRUCTURING:** Meets the 2nd Wednesday of the month at 12 Noon OBMA Office. Gary Gilmore, Chair
- ◆ **CRIME PREVENTION COMMITTEE:** is an Economic Restructuring subcommittee. Meets the 3rd Tuesday of most months at 8:30am. Julie Klein, Chair

Remember, report all crimes to 531-2000. Your Call Counts! The City of San Diego Grafitti Hotline is 525-8522.

### San Diego to Launch BFBDS

We're helping San Diego, California, launch a Bike-Friendly Business District (BFBDS) program in June in seven districts, making it the second BFBDS program to date. The [Business Improvement District Council](#) and [San Diego County Bike Coalition](#) are leading the charge. Ocean Beach is a partner in this effort. If you would like to be involved, email Denny at [info@oceanbeachsandiego.com](mailto:info@oceanbeachsandiego.com).

Thanks to three of the speakers!



Speakers at the Respect OB Gathering on April 24th . . . Urging us to RESPECT OB

and enjoy being a part of this great community! Over 300 attended.



Many thanks to Andy Taubman, Julie Klein and Mary Orem for making this get-together possible.

### Merchants — Don't Forget To:

- **Re-schedule deliveries** around the day of Street Fair. Newport Ave. & adjacent alleys will be closed 3 am -11 pm, June 23rd.
- **Notify employees** to find alternate transportation methods to work on June 23rd. The shuttle from Robb Field is a convenient choice.
- **Do not hire any on-site musicians** that will interfere with the scheduled stages of music.
- **Do not obstruct the sidewalk** in any way. Foot traffic will be heavy that day!
- **Get your storefront ready** for 70,000 visitors!
- **Bars:** Keep accurate counts of your patrons - watch your capacity!



## Main Stage

- 11:00- 12:00 Country Rockin' Rebels
- 12:30- 1:20 Nic Bone and the Big Scene
- 1:45- 2:30 Tommy Dubs and Seismic Leveler
- 3:00- 3:50 Euphoria Brass Band
- 4:00pm CHILI COOK-OFF WINNERS announced
- 4:30- 5:10 The Low Volts
- 5:40- 6:30 Concrete Project
- 7:00- 8:00 Mike Pinto

## 92107 Stage (OB Music)

- 10-10:45a - John Tafolla
- 11-11:40a - John Miller Project
- 12-1 pm - Cookie
- 1:30-2:30 - Jefferson Jay Band
- 3:00-4:00 - Sunday Hustle
- 4:30-5:30 - Bad Science Fiction
- 6:00-7:00 - JETWEST

## Bacon Sun Stage (Roots, Rock, Alt)

- 10-10:40a - Blackbottom Pie
- 11-11:40a - Kim Monroe
- 12:00-1:00 - Bill Cardinal
- 1:30-2:30 - The Hips
- 3:00-4:00 - Bart Mendoza and True Stories
- 4:30-5:30 - Soul Cracker
- 6:00-7:00 - Leyva and the Falling Doves

## Artist Alley Stage

- (Americana, Blues, Rock, Jazz)
- 10-10:40a - Blues Wizard (Keith)
  - 11-11:40a - The Trunks
  - 12-1:00 - Rhythm Ranchers
  - 1:30-2:30 - Lady Luck
  - 3:00-4:00 - Cactus Jacks
  - 4:30-5:30 - Juke
  - 6:00-7:00 - Stoney B Blues Band

## Wonderland Stage

- (Acoustic, Rock, Groove)
- 10:00-10:45 - Peter Hall
  - 11:00-11:45 - Chelsea Flor
  - 12:00-12:45 - Revolt-Age
  - 1:15 - 2:00 - Electric Music Studios
  - 2:30 - 3:15 - The Yes Team
  - 3:45 - 4:30 - Todo Mundo
  - 5:00-6:00 - Skid Roper

## Electric Ladyland 4944 Newport Ave

- 12:00 Mmmmbuneo - Rock & Roll
- 1:00 Thanks Jack - Punk/Ska
- 2:00 Positive Company - Roots/Reggae/Ska
- 3:00 Neveryeady - Ska

**New this Year!**



# Ocean Beach . . . All Day Long!

Check out the new attractions

On **Saturday, June 23rd** from 10 am to 8 pm Newport Avenue in Ocean Beach will host the **33rd Annual Ocean Beach Street Fair & Chili Cook-off Festival** – an eagerly anticipated yearly community tradition. This **FREE** festival will entertain more than 70,000 visitors throughout the day! Help us celebrate the 125th Anniversary of Ocean Beach.

- **Six stages** of continuous music provide a tune for every ear! **NEW STAGE THIS YEAR IS ELECTRIC LADYLAND!** Non-stop music with many local 92107 musicians on **EVERY STAGE** this year as part of our celebration! *CHECK the other side or our WEBSITE FOR BAND LISTINGS!*
- **Artists Alley** will host unique handmade creations by talented artisans. We've never had so many talented artists!
- **2 Community Mural Projects**– Join in the fun and paint a square of this mural and *this year only, a second mural celebrating OB's 125th Anniversary.* Children and adults of all ages are welcome in creating these masterpieces! Janis Ambrosiani has designed two incredible murals for us! Remember! The spaces sell out very quickly so come early to buy your space.
- **Wonderland Children's Area** – Named after the 1<sup>st</sup> amusement park in OB! Tons of fun for the little ones! **Pony Rides** – (ages 6 months to under 100 lbs.)
- Don't forget the **Chili Cook-Off (they have their own hours)** from 10 am to 2:30 pm at the foot of Newport Avenue with a breeze from the ocean to cool that "hot" chili! Amateur cooks with original recipes compete for prizes. **Shades Oceanfront Bistro** is hosting the "**Committee Chili**" so early and you can taste every chili recipe!
- **NEW - GIANT SLIDE & LASER TAG** at Saratoga Park. *Fun for kids and adults!*
- Our **Beachside Beer Garden & Liquorland** (sponsored by **Winston's**) will be located right next to the Main Stage for all those thirsty adults! **They have a special offer this year if you contribute to the FIREWORKS FUND!** *More news in a few days!*
- Hungry? A tantalizing array of terrific **Food Vendors** to please any appetite. Lots of new food vendors this year.
- **Vendor Booths** full of colorful merchandise will line all three blocks and the side streets! There is always something new and interesting. Great unusual vendors this year!
- A terrific **Skateboard Exhibition** from **Ocean Beach Surf & Skate Shop**. . . Wow . . . you don't want to miss this! It is always thrilling . . . located next to their location at 4976 Newport Ave.
- **ClimbIt Wall** in the Starbuck's parking lot. Have a seat and watch the climbers aim for the top.
- **Unbelievable Raffle** helps pay for the 4<sup>th</sup> of July Fireworks.



2011 Community Mural



## Free fun for all at the Ocean Beach Street Fair & Chili Cook-off Festival

on Sat. June 23rd, 2012 from 10 am to 8 pm.

← Please thank our many sponsors!



**TELL YOUR FRIENDS AND FAMILY ABOUT THESE EASY TIPS TO GET TO OB!**

**Bike Corral:** park your bike securely at our bike corral on Bacon St.  
**Free Shuttles:** Ride to the Festival for free! Park near Robb Field or on Sea World Drive (at Pacific Highway) from 9:30 am to 9 pm. Trolleys run every ½ hour on the ½ hour from Robb Field and every hour on the hour from Sea World Dr. *We have four trolleys running continuously so you won't miss any of the fun!* Another great event hosted by the **Ocean Beach MainStreet Association with the help of OB Town Council and 170 volunteers.**

# Member Business Announcements

If you want to publish a business announcement, please print the form from our website, email us or drop by the office. Business announcements are free to our members. It's an easy way to let others know about your particular business. What kind of information will we publish? Have you or your employees received a special award? Are you are having a big sale or anniversary? Are you changing your hours or adding a new product line?

Come check us out. We have beautiful beach bikinis starting at \$35 for top and bottoms. Very stylish and fashionable. Also find your summer dresses, evening dresses, denim shorts, handbags accessories and more. Ladies boutique next to the soap shop. 4885 Newport Ave. See you there. **Marie of London**. 407-452-4969



**Nick's at the Pier** is turning 5! On May 20<sup>th</sup> Nick's will kick off a week-long celebration for our 5<sup>th</sup> Anniversary. All are welcome to join the party which will start with a band 7:00pm Sunday May 20<sup>th</sup> and continue with \$5.00 specials all week long! So come on down and start your summer a week early. 5083 Santa Monica Ave. 2B 619-222-7437

## WELCOME NEW MEMBERS

### Marie of London

4885 Newport Ave.  
407-452-4969  
*Bathing Suits*

### Donut Joe

619-399-6187 donut.joe@live.com  
*Donuts on location*

### The Private Gym

4895 Voltaire St., Enter on Cable St.  
619-223-6666 info@theprivategym.com

### Hot Dawg King

619-600-8645  
*Hot Dog Cart*

Hi, I am excited about launching new infant and toddler music classes held at the United Methodist Church at 1984 Sunset Cliffs. The first set of classes will run on Friday Mornings in June and July. Wigglers 9:30-10am and Walkers 10:15-10:45am details are located at [www.edgemusictherapy.com/brightstart](http://www.edgemusictherapy.com/brightstart) thanks for making OB the place to be, Jessy 858-736-7569

San Diego - A Flexible and Affordable Alternative to Traditional Personal Training. **The Private Gym** is a fully-equipped fitness studio located at 4895 Voltaire Street in Ocean Beach, San Diego. Natalie Gibbins, a Certified Personal Trainer and nutrition expert since 1997, created The Private Gym's unique semi-private training program to give more people the opportunity to enjoy all the great benefits of personal training.

Members at The Private Gym get their own personalized workout routines, tailored specifically to their individual goals, with the flexibility of being able to come in and workout whenever they like. The semi-private program eliminates the need for appointments as trainer supervision is available during all hours of business. The average cost per session is just \$17. You can discuss your health and fitness goals with Natalie personally by calling her at 619-223-6666.

Visit [www.theprivategym.com](http://www.theprivategym.com) for information, including member testimonials, Natalie's bio and articles on exercise and nutrition.

*Celebrate*  
**OCEAN BEACH**

125  
YEARS  
1887-2012

[www.OceanBeachSanDiego.com](http://www.OceanBeachSanDiego.com)

**Gentle Yoga and Chair Yoga** day classes, as well as Yoga Therapy, are being offered at the **Point Loma United Methodist Church**, Monday through Thursday. The classes are open to all levels of experience and physical ability, including seniors, pregnant women, and those with special conditions. The Chair Yoga classes are wheelchair accessible. Personal Yoga Therapy is available by appointment.

Join us to experience how yoga calms the mind, renews energy, and increases flexibility. The first class is free, and 8 classes are \$64. To register, contact the instructor, Julia Doughty, CYT, HHP, at [info@dharayoga.com](mailto:info@dharayoga.com) or 619-788-4838. <http://www.dharayoga.com>

June 21-22 and 28-29 at 8pm - Somewhere in Between, written by

**Somewhere in Between** Directed by Kristen Fogel & George Bailey. Produced by Jerry Pilato.

Where: **Electric Ladyland**, 4944 Newport Ave. For tickets [www.differentstages.biz](http://www.differentstages.biz) or call 760-473-5963.

**Merchants!** Publicize your specials during our special events. We'll have a team out visiting local merchants to show you how to make the most of

this great app. During the Street Fair, get all of your real time event updates (show times, vendor information, parking, etc.) on the mobile app Antengo. Check with them for updates throughout the day on your smartphone or online at [www.antengo.com](http://www.antengo.com). Questions: 619-224-4906 call us! *See insert!*



125<sup>TH</sup>  
ANNIVERSARY POSTERS  
JUST \$20 EACH



**Ocean Beach MainStreet Association**  
 PO Box 7990, San Diego, CA 92167  
**Office:** 1868 Bacon Street, Suite A  
 San Diego, CA 92107  
 619-224-4906, Fax 619-224-4976  
**www.OceanBeachSanDiego.com**  
 Email: info@OceanBeachSanDiego.com



Partially funded by the City of San Diego  
 Small Business Enhancement Program



## Happy Fathers Day!



### What's Inside this Edition?

Board of Directors	1
Calendar of Meetings	1
<b>OB Beach Ball</b>	1
<b>OB Street Fair</b>	1,3,4
OBMA Election information	1
Membership/Committee Info	2
OB Farmers Market	2
Photo of the Month	2
Bike Friendly Communities	2
<b>Merchants Don't Forget</b>	2
Member Announcements	5
New OBMA Members	5
Posters	5
Somewhere in Between	5
Volunteers Needed	6
<b>Inserts:</b> Last Days Tattoo	
Street Fair Information	

To learn more about advertising in the newsletter or on our web site please call Liz or Denny at 619-224-4906. Check out the inserts in this newsletter



**Thanks** again to Noon Design for their great Sundowner and yummy treats.



President Barb Iacometti (Details SalonSpa), Promo Chair Tevia Schriebman (Wizard of Paws) and Mike Zouroudis (Raglan) having a serious moment at Pizza Port's beer tasting for the 125th Anniversary Beer!

### FOLLOW US . . . .

#### Twitter:

<http://twitter.com/OceanBeachCA>

#### Facebook:

<http://facebook.com/obma92107>

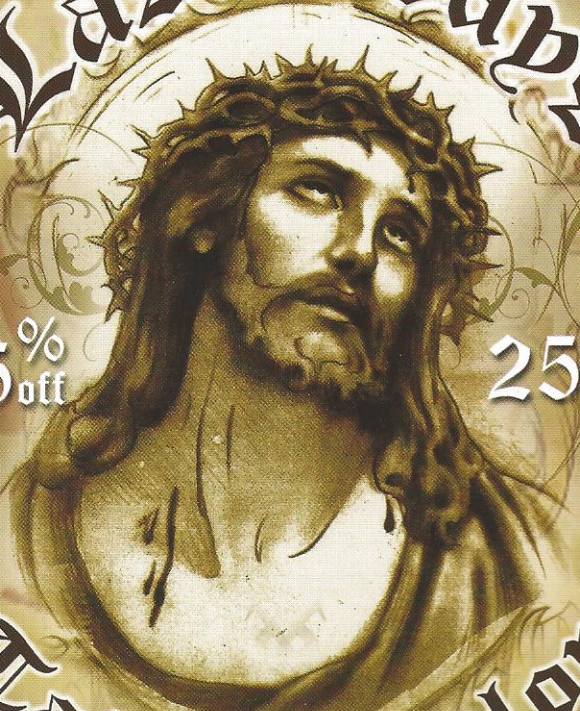
**STREET FAIR VOLUNTEERS!** Volunteers unite and help out at the OB Street Fair & Chili Cook-Off Festival on June 23rd, 2012. Please call 619-224-4906 . . . You'll get a free t-shirt for your time! Info@OceanBeachSanDiego.com

Fast Days

25% off

25% off

Tattoo Parlor



**MILITARY**

**25%**  
off

**Last Days Tattoo**

**Custom Tattoos  
&  
Body Piercing**

**619-546-5150**

**4919 NEWPORT AVE.  
SAN DIEGO CA. 92107**

**Lastdaystattoo.com**

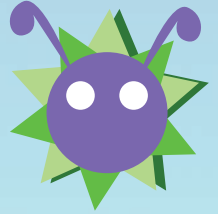


# Antengo

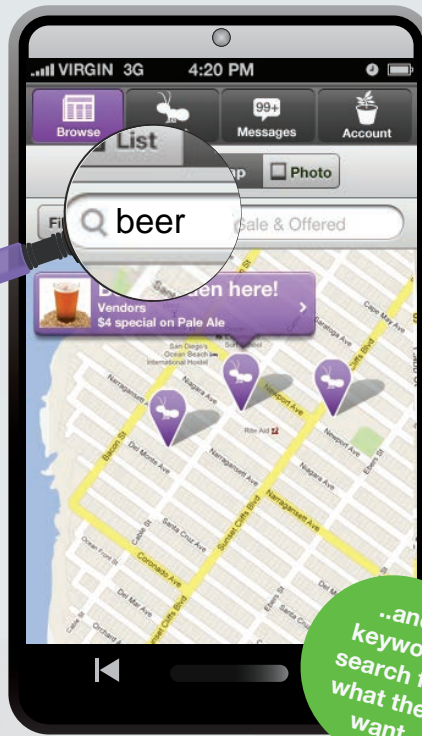
real-time classifieds

## Have an iPhone or Android?

Cool beans! Signal thousands of Ocean Beach Street Fair / Chili Cook-Off attendees to your brand via the official festival guide / deals app / live marketplace, "Antengo," which is *always free!*



Fair-goer's Discover your deals when nearby..



..and keyword search for what they want

Reaching a live marketplace has never been so simple:

1. Download the always-free app, "Antengo" in the App Store or Google Play
2. Register using Facebook or Twitter
3. Post unlimited listings - Offer specials, increase brand exposure @ OB!

No fancy telephone? No problemo.

Go to [www.antengo.com](http://www.antengo.com) and click "Post."

In a nutshell, Antengo is "Craigslist reinvented for mobile from the ground up (instant buying, selling, & community connections). Ocean Beach Street Fair / Chili Cook-Off has tapped Antengo as its official mobile guide for all event info (parking, stage times, potty locations, crafts, beer garden, Q&A, activities), and most importantly, a "flash marketplace" for YOUR DEALS.

Email us with any questions and we'll get back swiftly:  
[info@antengo.com](mailto:info@antengo.com)



[get.antengo.com](http://get.antengo.com)